



THE OFFICIAL NEWSLETTER OF IBRBS CHRISTMAS CONNECTIONS

SPRING 2020

*Santa Dave Cavanaugh
keeps his eye on the mail*



Inside:

Meet the Board of Directors

How to Find Jobs

The Best and the Worst

A Santa Surprise for Mom

The Gingerbread Man Fence

NYC Santas Virtual Meeting

Why Does the Movie Industry Hate Professional Santas?



2020-2021 Board of Directors

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Ron Robertson, (CA)—President Emeritus, International Santa Claus Hall of Fame 2013

Be Our Next Cover!

Submit your seasonal photo for the Summer Newsletter by June 15, 2020 and you may find yourself on the cover of the next Christmas Connections.



[Click the camera to email your photo](#)

The fine print—a photo release is required for images taken or owned by any professional photographer; we can provide a release form if needed.

Cover Photo: Santa Dave Cavanaugh

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Summer Newsletter Deadlines

Submit by June 15, 2020
Publish Date July 2020

Send your stories and photos to:
Newsletter@IBRBSantas.org
Newsletter Editorial Team

Stephen Arnold, Pat de Haan,
Steve Eastis, Deanna Golden
and Eileen Turner

The Newsletter Team thanks all who contributed their stories and photos for this edition of Christmas Connections.



Connections

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|---|--|
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| Rocky Mountain William "Mac" McPherson (CO) WMcPherson@IBRBSantas.org | North Central—Open |
| South Central Bob McMasters (TX) BMcMasters@IBRBSantas.org | Mid-Central Margie Wolczak (IN) MWolczak@IBRBSantas.org |
| South East John D. Williams JDWilliams@IBRBSantas.org | Mid-East Tom Bailey (VA) TBAiley@IBRBSantas.org |
| North East Howard Bristow (MA) HBristow@IBRBSantas.org | |
| To learn more about becoming a Regional or District Representative, send an email to VolunteerCoordinator@IBRBSantas.org | |

Affiliated Chapters

If you are not yet a member of a local Chapter, we encourage you to join or start one. Our Membership Team can help.

North West

NorPac Santas ~ Santa's Pack

Pacific/West/International

Arizona Santas ~ Inland Empire Santas ~ NorCal Santas ~ S.C. Santas & Co. ~ SoCal Santas ~ Surfside Santas

Rocky Mountain

Enchanted Santas of NM ~ Idaho Santas ~ Pike's Peak Santas ~ Rocky Mountain Santas ~ Utah Santas

North Central

Great Lakes Santas ~ Midwest Iowa Santas ~ Ozarks Santas

South Central

Diamond State Santas ~ Krewe of Kringles ~ Midsouthern Santa Society ~ Nashville/Middle Tennessee Santas ~ Oklahoma Santas ~ Texas State Santas

Mid-Central

Bluegrass Santas ~ Heart of Ohio Santas ~ Hoosier Santas ~ Northern Illinois Santas ~ The Indiana Santa Claus Society ~ Wisconsin Santas

South East

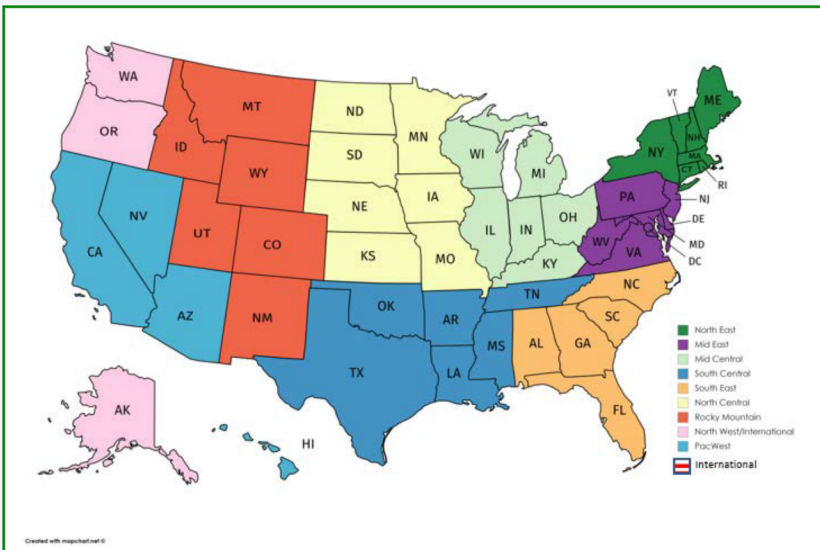
Cotton State Santas ~ Dixie Coast Santas ~ Florida -Georgia Santas ~ Georgia Metro Santas ~ Long Leaf Pine Santas ~ Real Bearded Santas of North Georgia ~ Palm Tree Santas ~ Peachtree Santas of GA ~ South Carolina Santas ~ Triangle Santa Buddies

Mid-East

Colonial Santas ~ Garden State Santas ~ Heart of Virginia Jolly Old Elves & Friends ~ New Jersey Santas ~ Pocono Santas ~ Santas of the Mid-Atlantic ~ South Shore Santas ~ You Sleigh Me

North East

Lower Hudson Valley Santas ~ New England Santa Society ~ New York City Santas ~ North East Santas



Welcome to our newest affiliated Chapters

- Florida-Georgia Santas
- New York City Santas
- Pocono Santas
- S.C. Santas & Co.



FROM THE DESK OF Stephen P. Arnold, President/CEO



Hello my friends and fellow IBRBS members! No doubt, these are uncertain and trying times, straining our good nature and pocketbooks. We also face the challenges of trying to plan a 2020 Christmas season with many unknown elements and what impact there might be on our individual situations and appearances. Adding to our concerns are what the effects of the coronavirus may be upon ourselves, our families, and our Christmas performer families and clients. Unfortunately, our category is widely populated with those facing compromised health issues in addition to our advancing ages.

Collectively, we are a powerful group of Christmas characters, with the knowledge that our performances bring joy to children and adults. What could be more powerful than to provide hope and lift the spirits of those that look forward to the arrival of Santa and his associates? Our challenge – to find a way to deliver our best to those looking for something to celebrate cheerfully. We need to be creative and use all the technology available to us to help spread this hope to the largest number of believers as is possible. Tree lightings can be videotaped and rebroadcast via TV stations, YouTube, and Facebook Live. Collective neighborhood parties can happen with a large screen TV or computer connected via FaceTime or SKYPE so that you can still listen to wants and encourage the little ones to stay on the nice list. I'm sure that, as a large body of talented Christmas performers, we can devise many ways of reaching our clients, if we are still faced with social distancing and protective measures.

As a real-bearded Santa, Mrs. Claus, and supporting wives organization, IBRBS continues to grow dramatically as you share your experiences with fellow Christmas performers and educate them on your many benefits. Our membership now exceeds 2,200 strong, and this gives us added strength as we negotiate on behalf of the entire Christmas community for better services at the same or lower prices.

The International Santa Celebration (ISC2020) was forced to postpone its scheduled event from April to September, 2020. The Committee has been working tirelessly to notify all those involved, rearrange our exciting workshops by experienced providers, line up the impressive list of vendors, and reorganize our charitable efforts. The "lockdown" has affected our ability to coordinate our needs with the hotels, since most are furloughed until at least May 1 and possibly later, but we still have lots of time to make adjustments when they reopen. Please be patient. The initial planning and preparations took us 18 months and now we have to redo much of what was settled, in less than three months, to be properly prepared for your arrival in September in Atlanta. If you can now attend but didn't have tickets, please sign up for our ISC Waitlist. We have a few tickets we can reassign from the few that couldn't switch their dates.

Thank you for your support in the modification of the Bylaws and formally authorizing our proposed CORE restructure. IBRBS will continue to be a member-driven, inspired and vibrant association – the world's largest organization of professional Santas and Mrs. Clauses. Watch for a newly redesigned IBRBS website that should improve navigation and communications.

Thank you for letting me serve you – all the members of IBRBS!

Stephen P. Arnold



Your Vote! Your Voice! Your Future!

Meet Your Board of Directors

Thank you to each of you who took the time to vote for your Board of Directors in February. We for you, and do our best to represent your interests to bring you the best programs and services available to professional Santas and Mrs. Clauses. Your Board was officially seated March 11, and is already hard at work to serve you. We thank you for your trust in us as we Focus on our Future!



Fred Selinsky (AZ)
Chair



Stephen P. Arnold (TN)
President/CEO



Tom Carmody (CO)
Membership Services



Howie Graham (MD)
Prof Development



Deanna Golden (AZ)
Secretary



Steve Eastis (FL)
Director



Bob Elkin (FL)
President Emeritus/Director



Keith Carson (FL)
Director



Don Fasig (FL)
Director



Lance Skapura (PA)
Director



Don White (WA)
Director



Santa Claus Hall of Fame Class of 2019



Congratulations to Tom Carmody, your Membership Services Officer, on his induction into the Santa Claus Hall of Fame, Class of 2019

He joins these fellow inductees:

Frank Manjack—Craig Imboden—Michael J. Rielly
Jerry Owens—Thomas Sheerin—Susen Mesco
Gordon Bailey—Ron Campbell—John and Joan Wilder
Everett Johnson—Elizabeth Babcock—Bill Robinson

He also joins Robert "Bob" Elkin and Ron Robertson as IBRBS leaders inducted into the Hall of Fame.



IBRBS Officer Election and Volunteer Recruitment

Your Board of Directors will elect Officers in June to serve two-year terms. Per the Bylaws, Officers do not have to be elected Board members. We are also recruiting volunteers to assist our Committees. We encourage you to exercise your member right to participate in shaping IBRBS' future.

Officer Roles

President/CEO
Chief Financial Officer
Chief Technology Officer
Communications
Events
Membership
Secretary

For information on Officer elections contact:
IBRBS President SArnold@IBRBSantas.org or
IBRBS Chair FSelinsky@IBRBSantas.org

Volunteer Skills Needed In These Areas

Communications
Event Planning
Project Management
Strategic Planning
Technical Writing
Treasurer

For information on Volunteering:
Complete the online Application from the Resources tab on your Member's Dashboard at members.IBRBSantas.org



SUPPORT • SHARE • INSPIRE

DID YOU KNOW?

Members who join IBRBS on or after April 1 will have their membership extended to September 30 of the following year. Dues are \$32.50 annually, and membership is effective from October 1—September 30 (or date of joining through September 30).

Visit IBRBSantas.org



ISC 2020 Atlanta

Howie Graham, Events Officer



By now you have received an email or saw on the ISC Facebook page that the ISC has been rescheduled to September 3-5, 2020. Same location at the Grand Hyatt Buckhead. While there are still a million little pieces to move an event of this scale, we have prepared a set of Frequently Asked Questions published in the latest Flash, sent to you via email and also on the ISC Facebook page. If you weren't able to attend in April but can now join us in September, visit the ISC Website and add your name to the Wait List. We look forward to seeing you in September! Can't go and need to sell your tickets? Write us at the email below.

Pre-purchase your ISC2020 merchandise by August 2. A limited supply will be available for sale in Atlanta. Not able to attend in September? You can still pre-purchase your merchandise and we will ship it to you after the ISC closes (small shipping fee applies).

ISC Facebook Group

ISC Website

ISC Merchandise

QUESTIONS? NEED TO SELL YOUR TICKETS? WRITE ISC.INFO@IBRBSANTAS.ORG

Your ISC2020 Sponsors





How Do You Find Jobs?

@SimplyMrsClaus Jacki Chamberlain

I've been asked this question many times by fellow Mrs. Clauses. If you follow me on Facebook and have read some of my posts, you'll know I've been pretty fortunate in obtaining employment, both as a solo Mrs. Claus and beside Santa. My answer to this question is by no means rocket science and applies not only to Mrs. Claus, but a Santa may discover some new ideas here too.

Request Calendar of Events

One way that I have found to be successful when searching for potential holiday appearances for Mrs. Claus is by requesting the printed version or going online searching for a calendar of events. These guides are compiled by state tourism offices, city and county convention bureaus, chambers of commerce, and downtown business associations. They all publish them. They are happy to send them to you, and the best part is they are **free**. Anyone putting on a holiday event advertises inviting the public to attend. Maybe an appearance by Santa or Mrs. Claus is just what they need to put that certain dazzle in their event.

What to look for

So, grab a highlighter and turn to the holiday section of the calendar. Lucky for you,



someone has already done most of the work. You'll have the name of the event, the dates, the time, event description, website, Facebook pages, and most importantly who to contact for more information.

Some events to look for include:

- Holiday Open Houses
- Toy Drives
- Craft Shows
- Festivals
- Breakfasts
- Holiday Concerts
- Cookie Sales
- Tree Lightings
- Community Caroling
- Parades
- Pet Events
- Tea Parties

Detective work

This is where it gets fun. Now you need to do a bit of snooping. Events planners will post pictures and schedules

online and on Facebook. Do they already have a Santa or a Mrs. Claus? If they have a Mrs. Claus, and I don't care how much better you think you look or how much better suited you feel you are for the job, walk away. Ok, so they don't seem to have a Santa or a Mrs. Claus? This is where the real work begins.

How do you apply for this job?

First, make sure you are reaching out to the right person. Look online for the event coordinator and make

Most potential clients already know what part they want Santa to play at an event. But they may have never thought about adding a Mrs. Claus...

sure you have the correct address of where to send your information. Do not go to all of the trouble just to find out later that your information is sitting on someone's desk, or worse yet in the trash because they had no idea what to do with it. What do I send? My best Mrs. Claus pictures, an enticing cover letter and current entertainment resume. You have a current resume correct? If not, you've got business cards, right? A resume is nothing more than a business card with added

(Continued on page 19)



The Best and the Worst

Santa Bo Friend with Niusha Apadana Friend



I celebrated my 65th birthday not too long ago. I have five children, two from my first marriage and three from a second marriage. I spent the time with my children on holidays and special events. While I was together with my family celebrating a holiday event, after dinner the conversation shifted to “The Best and The Worst.” The question we asked each other was, “What was your best Christmas, and what was your worst Christmas?” Everyone took some time to tell their story, sharing a few laughs and some surprising moments. It seems as if a gift, either given or received was the hot topic of this conversation. When it was my turn to tell my story of the best and worst Christmas, it appeared as if my best and my worst Christmas were in the same year. I boldly spoke, and this got everyone’s attention.

The year was 1963; I was 11 years old in sixth grade and grew up in the suburban Detroit area. Growing up in Detroit with the 4 seasons made it fun, especially when I had to come up with my Christmas list. It was fun because I would ask for Christmas gifts for all the different seasons of the year. A lot of things were happening during that year in 1963. My classmates and I were looking forward to our school sponsored camping trip the following summer. On my wish list for Christmas that year were camping items such as a sleeping bag, flashlight, and pocketknife. It seems as if I wanted it all; don’t forget a compass, and an axe. I thought to myself that I was sure going to be the best equipped camper in my class.

In the winter, hockey was a favorite sport of mine and a favorite sport for us kids to play. One of my friends’ father would build a hockey rink frame in his back lawn by hosing it down and wait for the freeze overnight. I think back, of how cool is that? We were able to make our own hockey arena in the back yard. We also played hockey in the ditch behind our house when it would freeze overnight, or even on the streets in front of our home. The street out front was the last resort if we could not

play anywhere else. Enough said, it’s tough on the blades of your skates as you’re gliding on the

ice, to spark across cement. It’s also tough on the knees, but well worth it. So, for my Christmas list that year, I wrote down that I wanted hockey skates, a hockey stick and a puck would be nice also. I wanted the real hockey skates, not the kind that we would tie onto our shoes.

In the summer we would play baseball in “the field” that was an area of land owned by Detroit Edison, which had very large electrical power lines. These power lines were held up by 100-foot structures. They looked like miniature Eiffel towers in a row. We would dare each other to see how far we could climb up the tower and jump down, landing on our feet. Once we conquered these towers, they just became a part of our world. Searching through the tall grass and weeds of the field, we found a flat rock that would be used for first base. Then a house shingle for home plate, a busted dinner plate was second and third was a discarded tube from a passenger car tire. The power lines in right field were considered a home run. To form a baseball team, a baseball bat was softly tossed straight into the air. The two team captains would grab the bat and place a fist around the bat. Then the other captain would put his grab on top, all the way to the top of the bat to see who would have the first pick of all the neighborhood kids. We would take turns being captain, and your team could be formed by the first picks, so a lot of the times were taken into the politics of bat tossing and picking the players for the game.

This brings me to my next item on my Christmas list. A new baseball mitt was what I put down. Not just any mitt, but a mitt like the one that Al Kaline used for the Tigers in right field. Getting a new mitt meant something. It took preparation and hard

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A Santa Surprise for Mom

Santa Bill Maney



After being in a vehicle accident in the beginning of October, I had to give up my playing Santa at Winter Dutch Wonderland in Lancaster PA. I was sad that I would not be able to do it; I love playing the part each year. I didn't think I would be physically able to use my Red suit this season because of my injuries.

My daughter is the librarian at our local high school and asked me if I would be able and willing to have pictures taken with one of her students and her brother and sister. She was talking to my daughter that they have had pictures with Santa every year, and missed getting them taken this year (2019), and they wanted to surprise their mother. She asked her if she knew of a Santa to get their pictures, half jokingly. Then my daughter surprised her by saying, yes I happen to know a Santa real good and I'm sure if he is able he would do it. How could I say no to that?

I put on my Red suit, my daughter drove me to the local park, and I used my cane to get to the location for the photo. We got the pictures for her student. While I had my suit on, we decided to take a couple more photos in the park. She would drive me to the spot to take a picture and we would get out, take a picture, then do the same for another location. It felt great to wear the suit. We had a few children and some big kids (adults) come up to us on our picture taking adventure. I would talk to them for a little while and their parents took pictures, they were so excited to see Santa walking in their park; it is not an everyday occurrence.

Back to my daughter's student and her siblings, they got the photos printed and gave it to their mother for Christmas. It was a surprise for her when she opened it and made her cry seeing what her children had done for her.

Santa Bill is a new IBRBS member and lives in Lititz, PA.



In Memoriam: Last Sleigh Ride

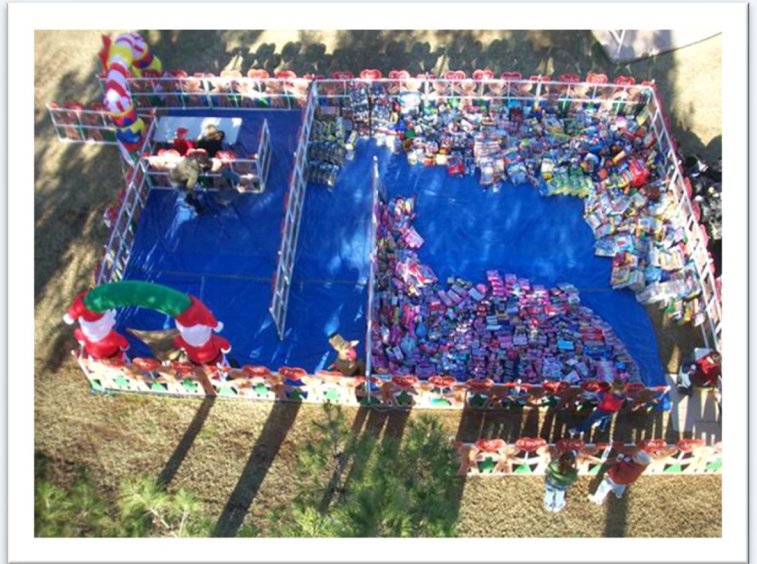
Visit or request to Join the [Santa's Last Ride Facebook page](#) to pay tribute, honor and light a candle for those we have lost across our extended Christmas family.



The Gingerbread Man Fence

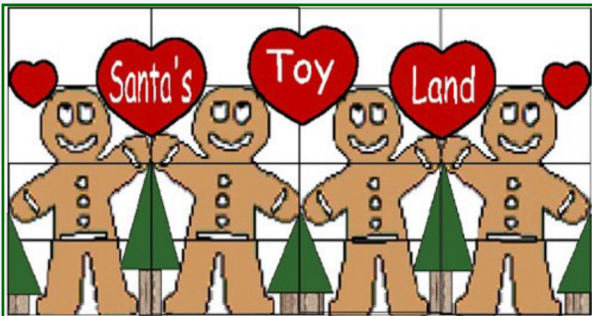
Santa Pat de Haan

We had a problem! Our largest event of the season was just three weeks away and we did not have any fencing for the Toyland area. Toyland is our most popular activity so everyone gravitates towards it. With over 500 children, teachers, parents, volunteers, media, and V.I.P.s attending, this huge area would quickly become chaotic without a fence to enclose things. Our intention had been to design and build a sectional wooden fence, but somehow we got busy and were sidetracked. Nothing had been done, and as everyone quickly pointed out, three weeks was not enough time to complete a project that large. Three months would have been pushing it. Impossible as the task seemed, this was something we really needed, and more importantly, something we really wanted. We committed to give it our best shot and somehow make our fence a reality.



ABOUT TOYLAND. The first area you encounter when you enter Toyland covers about 100 square feet. It contains a table staffed by Elf greeters who, depending upon the event, do face-painting, hand-painting, or temporary Christmas tattoos. This keeps the children excited and engaged while they are waiting to see Santa. One of the Elves talks with the first child in line, making sure their conversation is just loud enough for Santa to overhear it. Santa is then able to greet the child by name and discuss

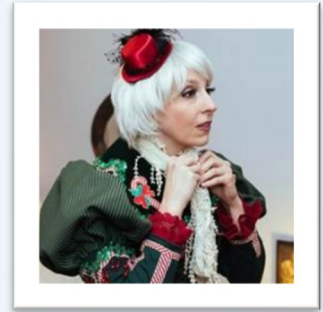
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Together While Apart: The New York City Santas Hold Their First Chapter Meeting on Zoom

Ann Votaw, President of NYC Santas



Following social distancing guidelines, 17 Santas participated in the New York City Santas' first chapter meeting on April 4.

Sponsored by the New York City Santas, a new chapter of IBRBS, the coffee talk welcomed other members outside of the tri-state area of NYC, New Jersey, and Connecticut.

The platform was Zoom, the video and audio conferencing service that has reported a huge jump in daily active usership since the COVID-19 outbreak.

At the beginning of the Zoom meeting, a first for several participants, Santas took turns introducing themselves and talking about their favorite quarantine foods ranging from Amish foods to tacos.

This "icebreaker" helped participants learn about Zoom features, including muting and unmuting, as well as the video option that makes them visible to others. The activity was also an act of solidarity showing that the corona virus affects all of us, throughout the world and our country.

As George McTyre, Secretary of the NYC Santas, stated that crowded venues may cancel or modify events, Malls will also change policies. Among Santas themselves, health issues make networking even more valuable in case any of them would ever become ill and need a substitute. Santas everywhere should take note and plan for changes in the upcoming 2020 season, he said.

Howie Bristow (MA), representing the North East region of IBRBS, and Deanna Golden (AZ),

secretary, spoke briefly during the coffee chat. The ISC-Atlanta has been rescheduled until Labor Day weekend, they said. Deanna also brought up IBRBS' eight \$250 scholarships and the extended application deadline. Future IBRBS programs will include panel discussions with various experts.

The general consensus is that most Santas will rely on technology to share the Christmas spirit while avoiding the spread of the coronavirus. Gary Dreifus, Vice President of the NYC Santas, has already turned to virtual magic shows and classes in his off-Claus hours as a magician.

During the call, other Santas showed their backgrounds and discussed proper lighting, a must for the best presentation. Whether or not Zoom is the best platform is yet to be seen. With an increase in usership, Zoom participants have complained about being "Zoombombed," where infiltrators join a meeting *en masse* and post offensive content.

Whether the NYC Santas continue to use Zoom or move toward Skype or Microsoft Teams, they enjoyed getting together online and want to continue offering meetings and discussions during the quarantine.

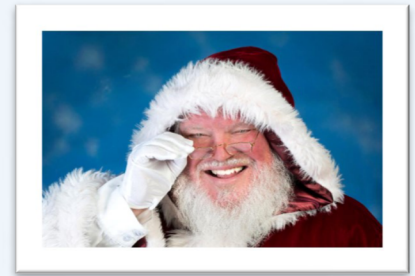
The next discussion on Sunday, April 19 at 3 PM EST will break down the concept of a "green screen" and include a contest for the best backdrop. Stay tuned and please like NYC Santas on Facebook and Instagram. To join the mailing list, email nycsantas@gmail.com.

Ann lives in New York City, and is a founding member and president of the affiliated Chapter New York City Santas.



Why Does the Motion Picture Industry Hate Professional Santa Clauses?

by Santa Lance Skapura



... don't get me wrong, film and television adores the real Santa and treats him and his accoutrement with reverence. In films such as *Polar Express* (2004), *Get Santa* (2014), *The Christmas Chronicles* (2018), and, of course, *Miracle on 34th Street*, Santa Claus is depicted as charming, kind, and affable. In other movies in which plot arcs depend on the development of the jolly old elf's personality (*The Santa Clause* (1994) and *Santa & Cie* (2017) he may start out as less than virtuous but by the end of the third act he will have evolved to his honorable archetype.

However, hard working, plebeian, holiday performers are often portrayed as angry rude twits in most cinema. In the 2003 film *Elf*, Artie Lang plays the role credited only as "Fake Santa" who is a hostile, department store Santa, and gets into a rough-and-tumble with both Buddy the Elf (the protagonist), and the department manager, in front of a crowd of waiting children. Higbee's Department Store's Santa (played by Jeff Gillen) in the much-beloved *A Christmas Story* (1983) is both stress-ridden and cranky and is more interested in getting home on time rather than entertaining the children. He even goes so far as removing Ralphie (our hero) from the top of the Santa slide by pushing the child in the face with his boot. Another example is from the inciting incident of *Miracle on 34th Street* (1947 & 1994), in which Kris Kringle (the real Santa Claus) must replace the Macy's Thanksgiving Day Parade professional Santa because the performer is fall-down-drunk just before the event. Then there's 2003's *Bad Santa*... Yeh... All of these depictions of

professional Santas would get the character on the permanent naughty list.

But why?

First, it's a matter of time. The average length of top-100 US-grossing films, between 1994 and 2015, was 110 minutes. This includes opening and closing credits, which can take 10 minutes of the screen time. A screenwriter has a median time of 1 hour and 40 minutes to create a three act structure of: 1. Set up (introduction), 2. Confrontation (rising action), and 3. Resolution (crisis, falling action, and [hopefully] denouement). The filmmakers barely have time for character development for the protagonist, antagonist, and some supporting characters, so they rely on stock characters for minor roles. Much like the recurring personas from *commedia dell'arte*, stock characters (the sleazy politician, the hooker with the heart of gold, the mean popular girl, etc.) are devices to allow the storyteller to introduce a character without backstory. The audience immediately knows who they are. The professional Santa has become a stock character for the film industry. Whether nasty, intoxicated, or incompetent, the stock professional Santa permits the story to accelerate without having to slow down to explain why the professional Santa is the way he is.

Next is basic comic structure. The simple structure of telling a joke is the set up (creating an expectation), and the punch line

(Continued on page 23)



All Things Scholarships

Christmas Schools and Higher Education

Christmas School Scholarships

Eight, \$250 scholarships available to IBRBS members

Because many Christmas performer schools canceled, rescheduled or postponed their 2019 sessions, IBRBS has extended the application window to June 1, 2020, and has also extended the effective date of awarded scholarships to June 1, 2021. Scholarships will be awarded in July 2020. Submit your application today from the Members Portal and continue developing your Christmas craft.

Higher Education Scholarships

Three, \$500 Scholarships available to immediate family members

This year, IBRBS will award up to three scholarships to members or their immediate family. You can find the application on your Members Portal. The application window will open May 1, 2020 through September 30, 2020, with scholarships awarded in October.

Visit your
[Members Portal](#)





Members and Chapters



You Sleigh Me

On February 1, You Sleigh Me, the IBRBS affiliated Chapter in The Thirds (the western third of Pennsylvania, the eastern third of Ohio, and the northern third of West Virginia), had its first quarterly meeting of 2020, called *The Kringles and the Groundhog*. Members were able to eat, converse and acquire their Chapter logo shirts.

DID YOU KNOW?

You can form an affiliated IBRBS Chapter with five active IBRBS members? To start the process, fill out an application from your Members Dashboard, or send an email to Membership@IBRBSantas.org.



Midsouthern Santa Society

January 18 marked the gathering of the Midsouthern Santa Society in Memphis, and the celebration continued in February for the Chapter's annual family dinner. A great turnout with more than 50 attending.

Then, how the times change, moving from in-person to virtual meetings. The Midsouthern Chapter, like many others, have moved toward staying connecting virtually. IBRBS encourages you to stay in touch with each other until you can meet again in person.





**Garden State Santas
February 2020**



**Arizona Santas, Mrs. Claus and Elves
January 18, 2020**



**Santa Jim Kelly (NJ) visits with
Wonder Woman**



**Santa Billy Niedbala (CT) recalls the
July 4th parade**

Don't see your Chapter or group photo here? Send pictures of your gatherings, meetings, workshops, press events, and other fun to Newsletter@IBRBSantas.org. Don't miss your chance to show your beautiful faces in the next issue of Christmas Connections!



Santa Mike Suggs (GA)



Santa Tom Bailey and Mrs. Claus Marlo Kay Ivey (VA) share this painting by Peter Max.



Santa Marcus Conner (AR)



Santa Michael Howe (MI)



Santa John Fleeger (OH)



Santa Daniel Werner (OH)



Mrs. Claus Kam Breitenbach (CO)



Music is magical.

Medical professionals know the power of relaxing melodies. Real-bearded Santas and their Mrs. Clauses in Raleigh/Durham, North Carolina who formed a ukulele ensemble - *The Ambassadors of Christmas Cheer* - have brought their popular music program to the three major hospitals and a Rehab Center in this market area.



Recent ukulele programs were at UNC REX Healthcare, Wake Med Raleigh, and Wake Med Cary. At these hospitals the shows were for staff, patients, and guests.



The Ambassadors never charge their hosts. And admission is always free. Folks are always curious about being a professional Santa and the joys of sharing Christmas with youngsters.



Other videos at website www.MustBeSanta.Christmas



(How Do You Find Jobs?, Continued from page 8)

information. Don't make it any harder than it is. I would like to see everyone in our industry able to produce a beautifully executed entertainment resume when asked about their experience. But that's another article. Your pictures will be the first thing they see so make sure you are smiling and look happy. Cover letter? This is where you can really shine and let them know what you can add to their event. Describe the outfit you see yourself wearing, what props you plan to bring. Describe how you see yourself interacting with event attendees and not just the children...paint them a picture.

Painting the picture

This is the most important step. Most potential clients already know what part they want Santa to play at an event. But they may have never thought about adding a Mrs. Claus, much less have any idea what she could do to enhance the success of their event. So you have to tell them. I'm going to repeat this because it's that important. You have to tell them, spell it out, and paint them a picture. This is how I see Mrs. Claus at your event. It could be done by letter or by email. Don't give away every little detail but enough that they want to talk to you or meet you in person.

Wrap it up

We are an entertaining industry. Everything you submit should show your fun but professional side. You are not applying for a job as a brain surgeon. Show some holiday spirit! I send all correspondence, including invoices, tucked into a Christmas card with a Christmas postage stamp. Make the potential client smile, but most important be the Claus they want to meet and hire for their event.

Jacki Chamberlain, @SimplyMrsClaus, is an aspiring holiday entertainer entering her fifth season as Mrs. Claus. She is equally comfortable working both solo or beside Santa. When not at the North Pole she is employed by the Travel and Tourism Industry promoting Ohio's Amish Country. Jacki and her non-Claus husband Ken live in a rural Ohio village of 1,100 residents where she was once Mayor!

(The Best and the Worst, Continued from page 9)

work to mold that mitt into a very personal possession. First, you had to oil down the mitt, then put a baseball into the pocket, close the mitt up and tie a string around the glove overnight to form a pocket. Once that step was completed you would have to spend hours pitching a ball into your mitt as you held it on hand to break it in. You would then wax the mitt down and break it in more. Your baseball mitt almost became part of what you were, how much time and energy spent on the mitt defined who you were. On a side note, don't ever ask to borrow someone else's mitt!

Here we are Thanksgiving Day in 1963, and the countdown begins to Christmas. The Christmas holiday did not begin until after Thanksgiving. A tradition in Detroit was the J.L. Hudson Thanksgiving parade down Woodward Avenue, and the afternoon Detroit Lions football game. I have very vivid memories as a child of the smell of pumpkin pies cooking and the anticipation of turkey while we watched the parade. Dinner was usually served after the football game. The newspapers are filled with ads targeting...ME. The catalogs, TV, were all addressed to ME. Oh how I couldn't wait, and the anticipation became greater while decorating our Christmas tree. The carolers out at night, while we are spraying the inside of our house windows with aerosol snow and stencils, eating Christmas cookies with milk while watching Sunday night television with the Christmas tree lights on. The anticipation and the excitement until Christmas Day is surely a torture!

Christmas was always a big deal while growing up with my father. He showed us by his actions each year, showing us that Christmas was a holiday for giving. He would go all out for Mom. She would have gifts galore that were professionally wrapped with ribbons. As soon as all of us kids opened our gifts, then our attention was given to Mom, and did she ever seize the moment. Like I said, Dad

(Continued on page 20)



(The Best and the Worst, Continued from page 19)

went all out by getting her underclothes, blouses, skirts, dresses, nylons, sweaters, and once he got Mom a mink stole. Wow that was a year to remember. Mom and Dad would go all out for us kids, too. With six kids to our family, Christmas morning was quite a sight to behold, but there were specific rules. No one was allowed to open anything until Mom and Dad were up and coffee was made. I didn't realize how slow it takes for coffee to perk on Christmas morning.

In our basement we had a fruit cellar. It was used to store canned goods, paper products and once a year, Christmas presents. My parents wanted us to believe in Santa Claus, and as of today I can still hear Mom say, "If you don't believe, you don't receive." Ok, so I believed when asked by Mom or Dad. The rest of us kids knew that all the presents were locked in the fruit cellar. A dead give-away was the fact that only between Thanksgiving and Christmas Eve, there was a padlock on the door. Now I'm really going through a quandary. Sort of like the story that Dad used to tell me about how there was a good voice speaking into my right ear and an evil voice on my left.

"I can get that lock off without damaging it," I heard in my left side. "No, it won't work," came back with the voice from the right. Wait a minute, the hinges are on the outside, and all I have to do is take the center pin out of each hinge, then after I have entered into Santa's warehouse, replace the pin, no-one will ever know. Argument over, the left voice wins.

So, I did it, the three hinge pins were a snap to remove. I had to jostle the door around to not damage anything and also to enter the room. Finally, with the door placed to the side the only obstacle was the darkness. I reached in and pulled down the string attached to a light bulb in the

center of the cellar. HOLY COW!!!!!!! A new sleeping bag, rolled up with strings to tie it closed, zipper down the side, plaid on the inside, and green on the outside. It sure looks warm. I think to myself, ah man, this is great and what, new hockey skates, single blade, high tops, black and brown? A stick, a puck and wait, hockey socks too? Oh boy do they think of everything! Look over there, I can't wait for summer and to be able to play catch with my new "Al Kaline" mitt. Boy oh boy, Mom and Dad you are the greatest, I mean, thanks Santa! Not only did I get a preview of my gifts, but also of everyone else. LeRoy and Mike will sure be surprised. I think this is the best Christmas ever. I can't tell anyone because I know that they will give me up if I do. I put the door back on, replace the pins. Good as new, and no one will ever know.

The next five days before Christmas was an academy award performance by me. I would practice how I would react after unwrapping my sleeping bag. I write thank you words for my new hockey skates. Trying on my new glove. I am thinking to myself, don't get too excited, you don't want to draw any attention to any of this. Finally, Christmas morning, the morning that all others are judged by. Let's see, coffee is done, Dad drinks his black, Mom's coffee with just sugar. Ok, here we go. Everyone is opening presents, but where's mine?

Look over there, it's my sleeping bag, and it's not wrapped. Neither is my mitt nor my skates, nothing is wrapped! What a lonely feeling in a crowded room. Boy, the rest of the guys are sure having a great time. This has to be my worst Christmas ever.

Santa Bo lives in Gilbert, AZ and is a member of the affiliated Chapter Arizona Santas, Mrs. Claus and Elves.



(The Gingerbread Man Fence, Continued from page 11)

personal things about the child.

The Santa area (375 square feet) contains our photographer, the Santa chair, and of course Santa Claus. After the pictures are taken, an Elf escorts the child to the adjacent toy area (1,200 square feet). Thousands of unwrapped presents, arranged by types, are on display. The children get to choose any one present to keep. The gift here is not so much the toy, but rather the gift of choice. The children we predominantly serve (homeless, impoverished, special needs) often don't have the opportunity to choose, so this is a new experience for many of them.

The entire Toyland area is large enough to allow a smooth flow of participants; from being greeted and getting your hand painted, to visiting Santa, having your picture taken, and then exploring the piles of toys. The key to the success of the area is directly related to how well-organized each component is, having enough Elf volunteers, and making sure everyone has received adequate training so we are all on the same page.

BUILDING THE FENCE

THEME – The first thing we did was brainstorm possible ideas we could use as the overall theme of the fence. As an idea, I conveyed the fond memories I had of visiting the Gingerbread Castle in Hamburg, New Jersey when I was a young child. After much discussion, we selected gingerbread man cookies as the primary graphic. We also decided to incorporate positive affirmation words into the design. We then split

into two teams. While some of us created a list of affirmations, others worked on the graphics.

GRAPHICS – Once we had determined the theme, the graphics team went online and researched gingerbread man images. We wanted something that was simple enough to easily reproduce, was immediately recognizable, and cute enough that the children would love it. The final design consisted of four gingerbread men holding three large red hearts. Each heart contained a positive word that together spelled out a three-word affirmation. We also placed some Christmas trees in the background.

MATERIALS – Once we had the design, it was easy to determine the materials we would need to complete the project. The total length of the fence would be 192 feet. That required 24 sheets of paneling. We used 4' x 8' x 1.97" sheets of Luan plywood because it is light, strong, and inexpensive. We used .75" x 1.5" x 8' furring strips to frame each section and make the finished panel rigid. A local business sponsored all of the materials, so there was no cost to us.

CUTTING – I commandeered an empty office at work to prep the sheets of paneling. We took the design and projected it onto one piece of paneling. Once it was copied, we used a hand-held jigsaw to cut all of the graphics. We then used that first fully cut panel as the template to transfer the graphics onto the remaining panels. Most of my staff pitched in and helped. Many had never used a saw so it was a stretch for them. It was a lot of fun and

(Continued on page 22)





(The Gingerbread Man Fence, Continued from page 21)

turned out to be a wonderful team-building exercise. It became the favorite place to have lunch and take breaks. Two days after we started, everything was cut, sanded, and ready for paint.

BASE PAINT – Our community has a training program operated by a local painters’ union. They teach painting skills to apprentices. Many of their students come from the poorest areas of the inner city. We approached them with our project. Our proposal was to have their students paint the base colors on both sides of each panel as a class exercise; brown gingerbread men, red hearts, and green Christmas trees. We would supply the paint. We found another business to sponsor the paint, so there was no cost to us. During the next week, several dozen students completed the task and the painted panels were ready for pick up.

DETAIL PAINT – The final touch was to add detail to the panels. We approached a local tole painting shop. Besides selling completed items and supplies, they teach very popular, well-attended tole painting classes. We explained our project to the owners, and they agreed to have

their students paint the details for us. The next Saturday, literally from dawn to dusk, teams of volunteer tole painters worked to bring life to our gingerbread men. The painters had a ball, it was a great social event for them, and was covered in the newspaper. The Tole Shop donated all of the paint, so there was no cost for us.

ASSEMBLE THE SECTIONS – The last steps were to paint the furring strips white, attach them on the back of each panel, and install the hardware (nuts & eyebolts). The project was finished! We did it! From start to finish, the entire project took two weeks to complete, involved 125 volunteers, and five sponsors. More important, the community quickly became involved and supported our efforts. That level of involvement resulted in an increased awareness of not only our causes but also the needs of the children and families we serve. And the entire cost for the project was covered by donations

THE MORAL OF THE STORY – A valuable life lesson, “Just because something is impossible doesn’t mean it can’t be done.”

Pat lives in Glendale, AZ, is a past Santa’s Heart award recipient, and is a member of the affiliated Chapter Arizona Santas, Mrs. Claus and Elves.

YES, VIRGINIA, THERE IS A SANTA!



Deer Valley, AZ: BREAKING NEWS - Finally, there is definitive photographic evidence that Santa Claus really does exist. Thanks to one of the Arizona Game and Fish Department’s hidden trail cameras, we now have a candid photograph of the jolly old elf hiking with his reindeer through Deer Valley, Arizona. It is reported that Game and Fish also managed to make several plaster casts of hoof prints and large boot prints they found near the camera. For centuries it has been rumored that Santa, his reindeer, and elves vacation in Arizona every spring. More to follow from Pat de Haan.



(Motion Picture Industry...Continued from page 13)

(breaking the expectation). A classic example of this is the joke, “A guy walks into a bar with a frog on his head. The bartender asks, ‘Can I help you?’ And the **frog** says, ‘Can you get this guy off my ass?’” The expectation of the “guy” having to explain why there is a frog on his head is broken by the talking frog. Because many films that include a Santa performer are over-the-top comedies (*Jingle All the Way* [1996] and *Fred Claus* [2007]), the expectation of a charming, kind, and affable Santa Claus is broken by an aggressive holiday performer. Both of the previous motion pictures include an extended slapstick fight

Can the caricature of the professional Santa in the motion picture industry be changed? Of course. The first step is to reeducate the public on what

scene between the protagonist and a gang of malevolent Santas. In the 1990 film *Home Alone*, Kevin, the 8-year-old lead, meets a professional Santa and asks him to get a message to the real Santa. In this case the performer is kind but incompetent, only realizing half way through the scene that his faux whiskers are on incorrectly.

Finally, and most importantly, is ignorance. Most of the film industry, like the general public, has no knowledge of the professional Santa community. Film makers have similar childhood experiences with someone in the red suit as many do. An example would be Uncle Ned, dressed in a five-and-ten-cent store suit and faux whiskers, comes to visit on Christmas Eve. He slurs a few words because

he has been into the Christmas spirits, and then hands out presents.

There is also the confusion by many, between the professional holiday performers, cosplayers, and historical reenactors. The difference in intent. Historical reenactors (e.g., The Society for Creative Anachronisms, or Civil War Reenactors, among others) and cosplayers (The Los Angeles Dumbledore's Army, NY Steampunk, etc.), are hobbyists who find a sense of community and acceptance in their groups. There often is a strong connection between the reenactor/cosplayer and the character they portray. Most professional Santas, on the other hand, feel they are answering an almost mystical calling: to bring joy and inspiration to the children who they visit. They hone their craft by training at seminars, Santa conferences, and building holiday performer groups to mentor and learn.

Can the caricature of the professional Santa in the motion picture industry be changed? Of course. The first step is to reeducate the public on what professional Santas are. This will require a dual strategy: tenacious outreach by organizations such as the International Brotherhood of Real Bearded Santas (IBRBS) and other professional holiday performer groups to enlighten the world on who we are and what we do, and for every professional Santa, Mrs. Claus, and all professional holiday performers, to set an extraordinary example of the avocation every time they don their holiday apparel.

Lance lives in Mt. Oliver, PA, and is a founding member of the affiliated Chapter You Sleigh Me.



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Special Advertising Section

Helen Nielsen-Eckfield, Sustainable Santa Foundation

A Fomite Santa Alert to Lady Santas and members of the Real Santas United for Healthy Kids

Lady Santa Helen Nielsen, urges her fellow members of the **Corps of Lady Santas (CLaS)** to intensify their effort to urge all members of the Christmas community to “Not be a Fomite Santa” and not patronize those who ignore the plea to abandon the practice of wearing germ spreading gloves at holiday time.

CLaS, is a group of successful women, banded together to follow the lead of the European Women Christmas Icons who help parents help their kids learn the joy of Eating Real Food and Living a Sustainable Lifestyle.

CLaS has no quarrel with the American Women who wish to be defined by their marriage: aka Mrs. Claus. **HOWEVER**, we find the examples of Santa Lucia in Scandinavia, and Snegurochka in pre-communist Russia to provide far better examples of the roles needed for 21st Century American Women as we attempt to wean American kids off the SAD (Standard American Diet) of Fast, Junk and Processed food in favor of Eating Real Food.



The issue of eliminating the Fomite Gloves, which since the 1950s the American Santas use, has long been on the radar of CLaS as one of the behavior modifications needing change. CLaS notes that even the original 1931 Obese Coca-Cola role model did not wear gloves.

A **fomite** is any inanimate object, that when contaminated with or exposed to infectious agents, such as pathogenic bacteria, viruses or fungi, can transfer disease to a new host. For humans, skin cells, hair, and **clothing**, are common sources of contamination of fomites.

In addition to objects in hospital settings, other common fomites for humans are door knobs, light switches, handrails, elevator buttons, television remote controls, pens, the gasoline pump flow control handles and other items that are frequently touched by different people and that may be infrequently cleaned. **To that list we want to add Santa’s Gloves.**

The current Covid-19 Pandemic is giving us all a good lesson in disease transmission. Hopefully we will put the Covid-19 Pandemic behind us. Then we can go back to coping with the transmutions and spreading of the host of childhood diseases children suffer from - including the H1N1 Flu which kills “only” 25,000 to 70,000 Americans, including children, each year. We do not want the American Santas to be the Patient Zero in those transmission chains. Any questions, email me at hrecknielsen@att.net Ladies, let’s help the Santas understand that flu, colds and other illnesses make lousy holiday gifts. Instead by going bare-handed and using a hand sanitizer they can give good health.

Spreading germs to kids isn’t Jolly!



Special Advertising Section

Richard Eckfield, Sustainable Santa Foundation

Welcome to the Real Santa challenges in the third decade of the 21st Century. And they are much more than “just Covid-19.” But YOU can help make a positive difference in America’s future this 2020. We originally intended this message for the Winter newsletter but now 3 months later the prospects that peace, love and good-health-for-all might yet prevail upon the earth is even more poignant. Here in the USA, by working together we actually might **“Make America Healthy Again.”** That in itself makes this period extraordinary.

While some still believe “Fake News” prevails, the numbers don’t lie –and we Santas do have things we can do. The kids, who are our future need a lifestyle change. We can help with that! The most recent UNICEF Office of Research: Innocenti Report Card #11 **Child well-being in the 29 richest countries** places **American kids in 26th place!** That comparison ranked children’s educational achievement, teenage birth rates, childhood obesity levels, the prevalence of bullying and the use of tobacco, alcohol and drugs Link: https://www.unicef-irc.org/publications/pdf/rc11_eng.pdf All pre-Covid-19 statistics.

The 2017 UN World Happiness Report <https://worldhappiness.report/ed/2017/> has **the USA dropping from 3rd in 2006 to 19th place in 2016** behind countries like Norway, Denmark, Iceland, Switzerland, the Netherlands and Canada. The study ranked factors such as a healthy life expectancy (which for our current generation is shorter than their parents – a first in American history) mutual trust, sense of freedom, generosity, and absence of corruption in business and government.

The World Happiness Report 2018 <https://worldhappiness.report/ed/2018/> The Report ends on a different tack, a focus on three then emerging health problems threatening happiness: obesity, the opioid crisis, and depression. Although set in a global context, most of the evidence and discussion are focused on the United States, where the prevalence of all three problems has been growing faster and further than in most other countries. Now add in Covid-19 “where we lead again?”

Ending the SAD. For the past 40 years the adoption of the SAD (Standard American Diet) of unhealthy Fast, Junk and Processed “foods” has led to catastrophic increases in food-created and metabolic illnesses. Two in 3 Americans are now overweight, one in 3 is obese. **Note: “Obesity” is not an illness. It’s a “symptom” of illnesses** like diabetes, liver disease, heart disease, cancer and many more. **Added Sugar** is a huge problem. While humans do not need any added sugar, the “maximum” daily limit is 25 grams. There are 65 grams of Sugar in just one regular size 20 oz. Coke. And wheat (a carbohydrate) turns into sugar inside your body. We should consider most “Processed Carbs” as **“Carbage.”** Plus Sugar is 10 times more “addictive” than cocaine making you want more, more, more. Today’s elementary aged American kids now experience diet-driven illnesses never seen in this age group just 30 years ago.

The cost of “sickness care” in the USA – pre Covid-19. We spend \$3.5 trillion/yr on our “sickness care/health care system”. 75% of that is to treat metabolic (food driven) disease. And 75% of that **(\$1.9 trillion/yr)** is totally preventable if only ate “Real Food” in proper amounts. **That’s over \$7,500 per person we could save.** God knows what Covid-19 will add.

Before the Pandemic the current Presidential political discussions all focus on how to pay for the unnecessary medications, hospitalizations, doctors’ visits caused by the SAD diet promoted by those industries that financially benefit from what we foolishly eat. Neither “Obamacare” or “Trumpcare” or “Medicare for All” can fix the fundamental problem – we have a “Sickness Care” system and what we need is a National Wellness promoting system, thus not needed the preventable-with –proper diet treatments and medications in the first place. That’s not “Socialism” its common sense. Be Healthy!!!

Thus we Santas should **help parents help their kids avoid sugary everything and promote eating “Real Food”.** And most certainly Santa should not compound the problem by passing out Candy Canes or promoting eating Sugar Cookies nor should we be passing germs and viruses between kids via wearing gloves (of any color).

We should help parent help their kids “dump the junk” and encourage them to “Eat Real Food” they grow themselves, obtain at Farmer’s Markets, or at certified real food retailers. Encourage nutrition education, school gardens and “certified” healthy menus in schools. Please join in support of the efforts to adopt programs and practices that to do just that.

The Real Bottom Line: It’s our growing National Debt! Now, as of April 2, 2020 **it’s \$23.688 trillion. That is \$71,899 for every living American citizen.** (Google US Debt Clock.org/ see yourself) Now add the borrowing for Covid-19! Someday it needs to be paid, by you? Your grandkids? We cannot AFFORD to continue to consume the costly SAD “foods.” Don’t just stand by. If you wish to join the efforts of the Real Santas United for Healthy Kids, all are welcome. Let’s make it happen!!! **Help us Make America HEALTHY Again!** Contact The Sustainable Santa Foundation at hrecknielsen@att.net



Out of all the things I have done as Santa, this has been the most fun.
- Bob McMasters



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If you are a Santa, Mrs. Claus, or an Elf who wishes to enhance your storytelling repertoire and become the highlight of the night with a magical presentation of "Twas the Night Before Christmas", order your copy today... before they disappear!
Everyone will say, "The only thing more magical than this book is the spirit of Christmas itself!"

Christmas Carol Book Test



A paperback edition of the famous "A Christmas Carol" by Charles Dickens is displayed. The book contains almost 170 pages. The performer rifles the pages of the book with the pages facing the spectator. The spectator stops the performer at any page and remembers the first word on that page. The performer can divine the every word.



Santa Claus Book of Secrets & Year Glass (Naughty or Nice?)



All of the miraculous happenings that contribute towards making Christmas the most remarkable time of the year are finally to be revealed to the world. In this beautifully illustrated book many mysteries are answered by Santa Claus himself, as he finally decides to unlock the startling truth behind one of the worlds most marvelous mysteries...Christmas.

The Year Glass is a replica of your child's from the Hall of Records at the North Pole. Use the Year Glass to monitor their Naughty and Nice balance and ensure their name appears on the nice list.



Vanishing Coke Bottle

The bottle disappearing in a tube has been on the market for a long time, but this NEW model has liquid inside (you see it splashing) and it even has the real, rounded closed bottom. You cannot see any difference from an ordinary bottle even from one meter away, and even if you see it from below. Yet, it disappears in the traditional way! The bottle is made from an original 1/2 litre Coke bottle.



Color Changing Silk Scarf



This four foot scarf changes instantly from multicolor to black and back again. This works amazingly when used with "Twas the Night Before Christmas, a Magical Presentation!" when pulled though the book while making your pictures appear! Use it in reverse to take the color out of the book and extend your presentation.

The Grinch's Nuts and Bolts



Santa has a hard enough time making sure that all the toys are put together for all the children in the world without having to worry about the Grinch! That mean green fella sent a supply of nuts and bolts to the elves that just won't stay together. It does not matter how many times a person puts the bolt on it, it just continues to fall apart. A really funny story about the problems Santa has to deal with at the North Pole. Exceptionally easy self working magic that will amaze children and adults alike at your home visits.

Santa's Rings

The Christmas Wizard helped Santa out on this one!
You show a link of golden chain rings in your hands. You drop the top ring, and it falls all the way down to the bottom! You can hand the chain to the spectator, and eventually, they may be able to do the same if they are lucky! You take the chain back, and repeat the effect, but this time the ring falls completely off and you place this in your pocket. You keep repeating this several times, then hand the chain back to the spectator. He will be unable to get the ring to fall off at all!



Deluxe Change Bag

This is a great change bag that works well with any type of magical production. Whether you want to change a coin into a matchbox car, or a lump of coal to a candy cane, this will handle all of it! It looks exactly like a Christmas stocking. I use it with shrinking mittens for that last reduction of size along with an elf that magically appears to help me.



Coal to Gold

Coal to Gold (Ash to Ember) delivers the world's first color changing finger ring. Nothing like it has ever been seen in magic until now. Take your black coal ring off, and with a slight blow the color shifts from coal black to a burning, ember gold at your fingertips. Or reverse the colors for a jolting gold to black change.
The Coal to Gold ring was engineered by Zach Heath, Jason Brumbalow and a team of experienced ring designers to deliver a flawless moment, with durability to last thousands of performances.



Santa's Magic Snow

How do you make a true Christmas Miracle occur? Well ask no more, now that you have Santa's Magic Snow! Take two Styrofoam cups out of your bag. While stacked ask for it to be filled with ice, since it is cold in December and for a glass of water. Pour the ice into a second Styrofoam cup to show that it is just ice and add water. As they sing, or you tell how you met Jack Frost, the ice starts to rise in the cup and fall out. You flip the cup over, and snow, not water, falls all over the table. They can touch it and it even feels icy cold!



Santa's Thumb Tips

Imagine having a point of brilliant red light appear at your fingertips. You toss it freely from hand to hand; it twinkles and shines red, vanishes and reappears at your fingertips. Dream it and Believe it! All this and much more is possible, with the amazing Santa's Thumb tips! This item comes with 2 finger tips. ...Put them on under your gloves to be more magical at your visits.

- These work great for putting a little Magic in "Twas the Night Before Christmas, a Magical Presentation".



Santa's Oreos

Santa loves cookies, but Mrs. Claus tries to keep him on a diet until his big ride. Pull a back or pack of Oreo cookies out of you Santa Bag, take a big bite of one then think better of it, afraid of what the Mrs. will say if she caught you. Blow the bite back onto the cookie, fully restored! Fun easy trick you can do with gloves on. Perfect for home, malls, and school visits.



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COVID-19 (the disease caused by the novel coronavirus)



What you can do



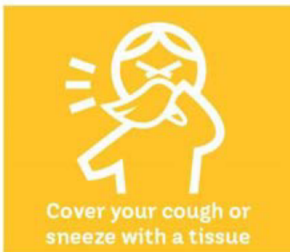
Avoid close contact with people who are sick



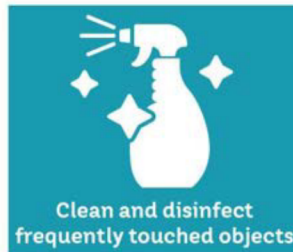
Avoid touching your eyes, nose, and mouth



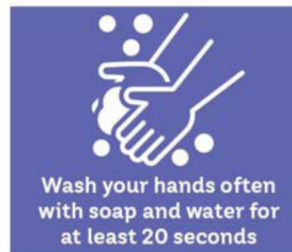
Stay home when you are sick



Cover your cough or sneeze with a tissue



Clean and disinfect frequently touched objects



Wash your hands often with soap and water for at least 20 seconds

To learn more about how to stay safe during the COVID-19 outbreak, visit [CDC.gov](https://www.cdc.gov).



Snow055

These lifesized backdrops are done in Full Scale, High Resolution. Have your customers stand in front of the backdrops and the images won't be disproportionate in size. The sleigh is about 6 feet long plus the length of the reindeer. Wide backdrops are necessary to prevent having a disproportionate sleigh. Backdrops are sold without watermarks. Please allow 4 weeks for delivery once order is placed.

These 2 are done without Santa so any local Santa can stand in front and have it look realistic.

You don't have to wait for Santa to get a picture of Santa and reindeer.

Buy the backdrop and use it year after year.

Much cheaper than purchasing a sleigh and finding real reindeer. (LOL)

12 foot wide by 10 foot high

10 foot wide by 8 foot high

Please add \$35 for shipping that includes Insurance and Tracking anywhere in the USA.

Support@BackdropCentral.Com (570)269-5657

This is also an option for Santa when worried about COVID-19 Virus and when Santa wants to do Facetime for kids with a suitable backdrop.

Santa Tee Shirts



XL-4XL

XL-5XL

M-5XL

Adult Sized Tee Shirts Available

100% Cotton and they do shrink. All printing is on the front.

Limited sizes and quantities available.

All shirts are priced the same regardless of size.

\$25 each and includes Priority Mail Shipping to US Addresses only.

Order Yours today. Payment accepted through PayPal.

Please include which style, size, quantity, and email address.

Inquiries can be made to Santa@SantaForHire.Info

Christmas Domain Names For Sale

MyLetterForSanta.Com
PennsylvaniaSanta.Com
PoconoSanta.Com
Renta-Santa.Com
SantaClausForHire.Net
SleighBellsRing.Com
TheOnlineSanta.Com
TheOriginalSanta.Com

Reduced prices for IBRBS Members
Available on First Come - First Served Basis
Other Domains & Hosting Available on Request

Santa@SantaForHire.Info
(570) 269-5657

Hire Santa



855-799-5225
Gigs/Jobs ~ HireSanta.com

YOUR AD HERE.

Write to: Newsletter@IBRBSantas.org to
find out how to promote your business
or paid event.

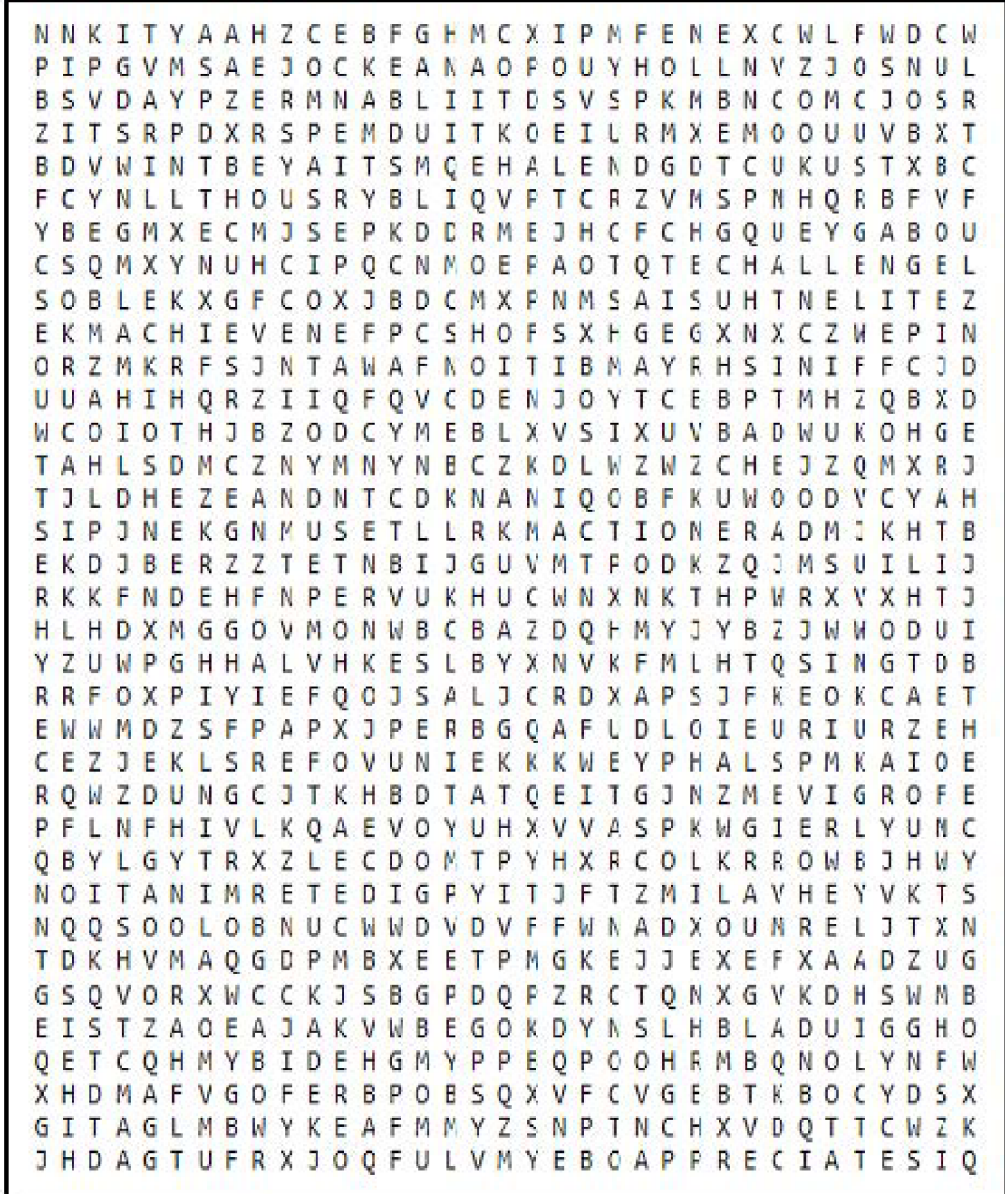


2020 WORD SEARCH PART ONE



Positive Words for Chaotic Times

- Accomplish
- Accomplish
- Achieve
- Action
- Admire
- Ambition
- Appreciate
- Beauty
- Believe
- Breathtaking
- Build
- Challenge
- Clarity
- Commitment
- Compassion
- Concentrate
- Confidence
- Dare
- Dedicate
- Determination
- Dream
- Empower
- Encourage
- Endure
- Enjoy
- Enthusiasm
- Excellence
- Experience
- Faith
- Finish
- Focus
- Forgive
- Freedom
- Fulfilment
- Goodness
- Gratitude
- Happiness
- Harmony
- Honesty
- Honor
- Hope
- Humble
- Humility

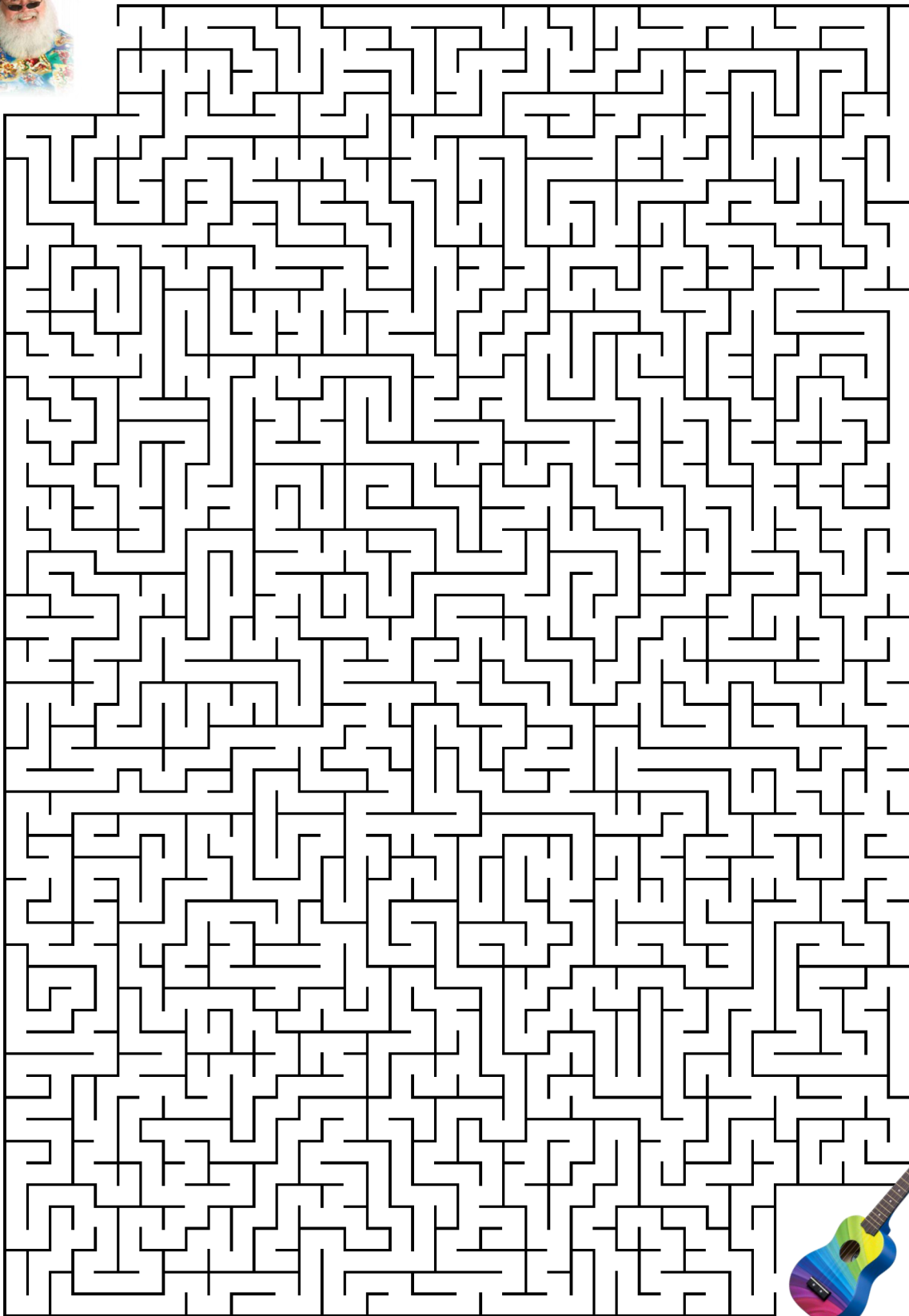




IBRBS is a-MAZE-ing



Help Santa Fred Selinsky find his Ukulele





HELPFUL LINKS

LEARN

Charles W. Howard Santa Claus School

Santaclaussschool.com

Christmas Performer Workshops

Christmasperformerworkshops.com

Legendary Santa University

LegendarySantaUniversity.com

Northern Lights Santa Academy

Northernlightssantaacademy.com

Professional Santa Claus School

Amerevents.com/santa-claus-school

Santa Claus Conservatory

The-Santa-Claus-Conservatory.com

Santa and the Business of Being Santa

Satbobs.com

Santa Nana's Holiday University

SantaNana.com

Saint Nicholas Institute

StNicholasInstitute.org

School4Santas

BUY AND SELL

Adele's of Hollywood

Adelescostumes.com

Awesome Santa Belts

Santabelts.com

Little Darlin's Creations

LittleDarlinsCreations.com

North Pole Clothiers

ASanta4you.com

SantaSCents

SantaScents.com

Santa's Clauset

SantasClauset.org

Santa's North Pole Outlet

SantaNPOutlet.com

Santa's Wardrobe

SantasWardrobe.com

Sew Santa

SewSanta.com

The Sewing Elves

TheSewingElves.com

Sleigh Master Beard Products

Sleighmaster.com

Seats for Santa

SeatsforSanta.com

Toys for Santa

ToysforSanta.com

Upscale St. Nick

UpscaleStNick.com

Wolek's Famous Moustache Parlour

Mustacheparlor.com

JOBS

AmuseMatte

805-306-1285

AMEventPhotos.com

Cherry Hill Program

800-969-2440

CherryHillPhoto.com

HireSanta

855-799-5225

HireSanta.com

Nationwide Santas

702-988-9494

NationwideSantas.com

How are we doing with your Newsletter? Send your comments to:
Newsletter@IBRBSantas.org



We're Back! We regret that Christmas Connections took an unplanned hiatus for the last few issues. We know how much you look forward to reading about your fellow Christmas colleagues and important IBRBS news, and we look forward to bringing it to you. Thank you for your patience and understanding. We hope you've enjoyed this packed edition.

The Christmas Connections Editorial Team